

## MFC 3.2 Financial Services Marketing

### Objective

This course acquaints student with the concept, tools and techniques of marketing financial services.

### Course Inputs

1. **Financial Services:** Role, concept, nature and characteristics; Financial services; marketing versus good marketing; Services marketing triangle; Strategic financial services marketing planning - an overview.
2. **Marketing Environment:** Analyzing financial services marketing environment: macro and micro components; understanding financial services customer; Service qualities GAF model and quality dimensions.
3. **Market Segmentation and Positioning:** Segmenting financial service markets- need and bases; Market selection; positioning of financial services - need, process and bases.
4. **Marketing Mix Strategy Development and Project Planning:** Need for expanded marketing mix; Concept of financial product; product levels; major product decisions; branding and product mix decisions, customer service strategy; Product life cycle and new product development; Innovation, diffusion and adoption.
5. **Pricing, Promotion and Distribution Decisions:** Price determination - factors, process and strategies; promotion of financial products- communication process, promotion mix; planning; advertising, personal selling, public relations and sales promotion; Distributions strategies and channel alternatives.
6. **Planning for other Ps:** Process planning: role of blueprinting; Matching of demand and supply; People, employees and customers, their role and management; managing physical evidence.
7. **Customer Relationship Management.**
8. **Service Marketing Applications:** Marketing, retention strategies of some special fund and non-fund based financial services; leasing and hire purchase services, consumer finance, insurance and factoring; Mutual funds and credit cards.

### Suggested Readings

- Auerbach, Robert, D.: Money, Banking and Financial Markets, Macmillan Publishing Co., New York and Collier Macmillan Publisher, London
- Avadhani, V.A.; Investment and Securities Market in India, Himalaya Publishing House; Mumbai.
- Gosney, John W. and Thomas P. Boehm: Customer Relationship Essentials, Prentice Hall, New Delhi.
- Khan, M.Y.: Indian Financial System - Theory and Practice, Vikas Publishing House, New Delhi.
- Mishkin, Frederics, S: The Economic of Money Banking and Financial Markets, Harper Collins Publisher, New York.
- Payne, Adrian: The Essence of Services Marketing, Prentice Hall, New Delhi
- Redebaugh and Pittsburgh: Marketing of Banking Services, Prentice Hall, New Jersey
- Shankar, Ravi: Services Marketing: The Indian Experience, South Asia Publications, New Delhi.
- Shiva Ramu S: Global Financial Services Industry: South Asia Publications, New Delhi.
- Verma, J.C.: Lease Financing (Concept, law and procedure), Bharat Law house, New Delhi.

- Zeithaml, V.A. and M.J. Bitner: Service Marketing, McGraw Hill, Boston.

